BULLETIN FROM

The New York Office 404 East 55th Street, New York

Vol. III July 15, 1935 No. 14

MUST BOOKS

July 19

Maugham, W. Somerset DON FERNANDO Doubleday, Doran
or Variations on Some Spanish Themes

* Here's a book unique in its field - neither a travel book, nor a volume of essays on Spain, but something rather choice, distinctly "highbrow" in appeal, but an essential for every sincere Maugham fan, as it contains some of his very finest work. A rambling, discursive soul pilgrimage through the Spain that he makes essentially his own, - the Spain of a strange glamor and mysticism and turning back to the Golden Age of her arts. In his analysis of her poetry and drama and picaresque novels and painting, he reveals his peculiar powers of interpretation, of an ability to get inside his subject. He makes no attempt to picture as an entity the Spain of today, but one gets a sense of his feeling that modern Spain has no soul, and that to interpret her, one must know her past....Not a book for popular sale, but a book that your customers who seek the choice, unexpected and literary type of book will appreciate enormously. $2.50

August ~~29~~ 26

Kantor, MacKinlay THE VOICE OF BUGLE ANN Coward, McCann

*** Our guess for THE gift book of the season, sure to rank "tops" among best sellers. The publishers are bracketing it with Mr. Chips. The Atlantic Monthly publishes it in the August, 1935 issue, thus giving it, to some extent, a similar send-off. Personally, I think it is slated for a somewhat different market, extending the interest to include everyone who likes a good dog story, - a wide market and a less critical one than those who found in the sheer artistry of Mr. Chips, a book for their discriminating friends. Remember Dumbbell of Brookfield - there's part of your market, sportsmen, in all ranks of life. It is the story of a hound, pride and joy of an old farmer - sportsman, and of how he ranked the honor of Bugle Ann above all else, when it came to a showdown with the neighbor who fenced his sheep in with barbed wire. It's a natural. $1.25

August 23

McFee, William THE BEACHCOMBER Doubleday, Doran

** This has, perhaps, the best chance for wide popularity of anything McFee has done since Casuals of the Sea. In form, it recalls the Conrad pattern of a story within a story, for the greater part of the plot is unfolded in the retelling on the part of the Chief Engineer of a cruise ship, the story of an ex-captain, traveling as a passenger to Jamaica, to another passenger, an Irish woman novelist, eager for "copy". There is good adventure and romance and an aura of mystery - characterization that is unaccountably indirect - and the feel of the sea and many ports throughout. Unlike many of his books, this has equal appeal for women. The last McFee novel, No Castle

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in Spain, was sheer romantic adventure, with virtually nothing of the sea he knows so well. This reverts to his old love, and has a surer touch, a finer sensitivity. $2.50

August 26

Zweig, Stefan MARY: Queen of Scotland and the Isles Viking

** A sure candidate for best seller lists on two counts, - one, Zweig's name and the association with his Marie Antoinette, two, the subject of this new biography, Mary, Queen of Scots, is unfailingly a character that appeals to the romantic in everyone. Beyond that point, the handling of the material is, frankly, disappointing, from the angle of a popular biography. The facts are carefully and convincingly marshalled, too convincingly, for he destroys so much of Mary's sentiment - shrouded glamor that she emerges as a dramatic and gallant figure, but a woman that loved neither wisely nor well, and that proved, at the crucial points of her life, to be an opportunist, with little thought for her country, her people, her traditions, but rather for the immediate issue. Human, yes, but disillusioning. And not - in retrospect - wholly convincing from the psychological viewpoint. Bothwell, too, suffers in the handling, and seems scarcely the man for whom a world was well lost. Elizabeth comes out best in the shuffle, Zweig's brilliant analysis of her character is, in my opinion, the most significant part of the book. Taken all in all, it is as sound a piece of scholarship as Marie Antoinette, but not as interesting a human document, nor as colorful a depicting of the time and place. However, the sales are sure, and the publishers are counting it "in the bag" and backing it with heavy advertising appropriation. $3.50

September 3

Sabatini, Rafael CHIVALRY Houghton, Mifflin

* Sabatini is a somewhat predictable sale - you know your local consumption. This is not quite down his usual cloak and sword romance track, as it has the earmarks of being an historical panoramic novel of the exploits and the loves of a leader of mercenary troops, a gentleman adventurer, one Colombo da Siena. There is an episodic character to the story, although it builds up, eventually, to the linking of Colombo with the maiden he loves. The period is the 15th century, the setting, the strife torn battleground of Italian city states. $2.50

September 20

Cronin, Dr. A. J. THE STARS LOOK DOWN Little, Brown

*** The finest work Cronin has given his public, far excelling all but Hatter's Castle, and more momentous both in theme and underlying philosophy than even that unforgettable book. Unpleasant - yes, but so is much of the great fiction of all time. Not easy reading - for it pictures a sordid, unrelievedly depressing angle of English industrial life. But there are elements of sympathy and humanity that Hatter's Castle lacked, and in young Arthur, idealist and weakling, defeated by his own inability to concentrate his efforts and organize his theories intelligently, and in David, riding to success and failure on the forces within and without, of good and evil, we have two characters that stir the heart. Diffuse in character and plot interest, the whole gives a kaleidescopic picture that seers itself on the mind. Initial advertising appropriation of $8,000 and wide publicity and promotion should send this immediately to the top. Sheer power and merit should keep it there.

$2.50

Here are Some Sure Bets and Some Good Gambles

For quick rentals, count on a light novel by Mary Pickford, on a new Sara Ware Bassett and a new Lida Larrimore; among mysteries, a new Erle Stanley Gardner, Agatha Christie and Arthur Somers Roche. Dark horses of real promise include The Curtain Rises by Hilda Vaughan (Scribner); The Grand Gennaro by Garibaldi M. Lapolla (Vanguard); King Coffin by Conrad Aiken (Scribner) and - for an outstanding literary biography, Edgar Lee Master's Vachel Lindsay (Scribner). Autobiography, Mabel Dodge Luhan's (Harcourt).

PROBLEMATICAL BOOKS - Fiction

(The reports in this section are intended to convey to the individual buyer enough key to the market appeal and quality of each title so that you can determine whether or not your customers will expect you to have the books in stock. We recognize the fact that some titles which go well in large departments or general bookshops have no place in the personal bookshops, and vice versa. Hence the heading "Problematical Books". Asterisks indicate books of special merit.)

July 19

Bassett, Sara Ware — HIDDEN SHOALS — Doubleday, Doran

For previous titles by Sara Ware Bassett, check Penn Publishing records. I think you will find them sure favorites with your conservative, mature circulating library market. This - like her others - is an unassuming Cape Cod story in which tolerated, but not lovable characters, get a change of heart and become the salt of the earth. Some romance and a touch of mystery. $2.00

Early August

Bell, Adrian — THE BALCONY — late August December — Simon & Schuster

Fiction, with a strong sense of personal memories, this story of an English boy's childhood in the early 1900's. Written from the adult point of view, it seems to lack the easy naturalness of Dew on the Grass by Eiluned Lewis, to which it could be readily compared, but it does convey the charm of the child world, friends and foes, school, relatives and so on. Sell to those who liked Coffin's Lost Paradise - and who have a leaning toward Anglophobia, as the book is very English. Not for general sales - highly selective. $2.00

August 2

Lucas, Audrey — DOUBLE TURN — Dutton

A book for the rental library market, particularly those who like theatrical backgrounds. Against the setting of the English theatre is told this story of attractive Cliff, an actor destined to go far, but held back by his possessive, jealous wife, and of his eventual upward climb, through the help of a Jewish comedian in music halls. Somewhat uneven in the telling, but not lacking in entertainment value. $2.50

August 7

Pickford, Mary — THE DEMI-WIDOW — Bobbs-Merrill

Good hammock reading for hot days - light and not too dreadful froth about a young American widow who, to take care of her child, becomes a naughty temperamental

singing star in a Parisian revue. A South American whom she had thought dead, turns up again very much alive and very angry - and her troubles begin. Of course, there is a happy ending. Mary Pickford's Why Not Try God? has stayed on best seller lists for months. This is - to our surprise - better reading than we anticipated. $2.00

August 9

Faherty, Robert BETTER THAN DYING Doubleday, Doran

A story of the underworld of a small city in the far south, characterized by a certain bitter humor and something of the Caldwell type of realism. The setting revolves around a jail with the central character Uncle Billy, the warden, who is a rather appealing character, and who determines to run down the truth back of a murder and a suicide. Not so hard-boiled as the publishers suggest - so don't limit the market to that field. A first novel of promise, but not a book for the general reader of too conservative taste. $2.00

August 16

Vaughan, Hilda THE CURTAIN RISES Scribner

** I liked it immensely. The first part has something of the feel of Maurice Walsh's The Road to Nowhere with its romantic idyll of the gaily painted caravan, the light-hearted young actor, and the ambitious Welsh peasant lass, seeking her fortune in London and looking at life through rose-colored spectacles, and the saving grace of a sense of humor. Once she pulls herself out of her groove by her own bootstraps - and the helping hands of certain more or less influential, and certainly canny people - the story follows a certain not too hackneyed pattern. But there is originality and charm throughout, and it should be an easy book to sell and an easy book to rent. A new sort of success story - with a certain irony and wit and poetry in the telling. $2.00

August 19

Larrimore, Lida NO LOVELIER SPRING Macrae Smith

A story of adolescent growing pains in the adventures in love of 18 year old Sally, home for spring vacation, and losing her heart to the attractive Martin, whom she discovers is planning to marry her famous mother. A cocky youngster from Yale puts his finger in the pie, and helps materially. A book the ramrod conservatives will find thoroughly pleasing. Rental libraries. $2.00

August 22

Lapolla, Garibaldi M. THE GRAND GENNARO Vanguard

* Here's The Great Gatsby of Little Italy - a book that succeeds in doing for New York's foreign section (one of many) what Zara's Blessed is the Man does for Chicago. A revealing and warmly colorful and dramatic picture of the intimate life of Italian immigrants, coming hopefully to a new land, and pushed down into sordid, crowded city slums, struggling to make enough pennies to keep the wolf away, with here and there the stimulus of one of their number "making America" in a big way. Such a one is Gennaro - and he goes through most of his life, bragging and stepping on the necks of others in his upward rise, until he is king of the rag men. A first rate job - and it's a new angle. Not depressingly sordid - but a vital slice out of city life. $2.50

August 23

Cunningham, William THE GREEN CORN REBELLION Vanguard

Perhaps there are some that will like it. It seems to me to be one of those books that need not have been written. The significance of the rebellion against the draft in Oklahoma seems of little moment today - and is actually a minor incident - though a permeating factor - in the story of a share cropper, who wanted to be a good farmer and a good husband, and of the forces that combined against him. I've no quarrel with the theme, but it seems to me the minutia of details of the physical processes of life - human and animal - add nothing to the essential vitality of the book. $2.00

August 26

Bessie, Alvah C. DWELL IN THE WILDERNESS Covici, Friede

A novel of the effect a survival of Victorian prudery has on a supposedly modern group of young people. Inherited traditions, inherited prejudices, inherited inhibitions, what a trail of inadequacy and frustration and abnormality they drew. The story of a mid-western family, of a father gradually succumbing to the pressure of circumstances and the domination of a wife whose every instinct seemed warped, and of the sons and daughter, and their futile gestures of escape. There is a faint shadow of something awry that comes to the fore toward the close in the revelation of perversion - possibly a necessary instrument, from the author's viewpoint, to achieve his denouement, but - to the reader, it seems dragged in with unnecessary shift of focus, involving a distortion of the picture in backward glance. This element will limit your market, as the conservatives will avoid it. Well-done and distinctly above average. $2.50

Early September

Aiken, Conrad KING COFFIN 9-20 Scribner

* Morbidly fascinating, this relentless stream of consciousness building toward the perfect crime on the part of a youth who dramatizes and synthesizes his every gesture toward life. The atmosphere created recalls an English play which had some measure of success here - Rope - and the Loeb - Leopold murder case...Step by step, a young aesthete, a poseur, stages his breaks with friends, acquaintances, enthusiasms; he plots his crime, he chooses and stalks his victim, and at the end, cheated of the sustaining impersonality of his relation toward his victim, he goes home and turns on the gas. Grim - relentless - in mental rather than emotional range, it yet lays hold of ones sense of mounting horror. Poe - rather than Francis Iles. A completely new departure for Conrad Aiken, and a book that might - with certain breaks - become a headliner. Extensive advertising campaign planned - striking jacket. Watch it. $2.50

September 3

O'Brien, Edward J. ed. THE BEST SHORT STORIES 1935 Houghton, Mifflin

Simply announcing this annual collection, with the comment that the selection seems more than ordinarily limited to the smaller magazines of specialized market, rather than to the popular magazines. The trend of the modern short story in America is increasingly falling under the domination of the "left" - this volume emphasizes this element. Valuable reference book, not only for its content, but for the guides to articles and review of short stories through the year. Schools - colleges - libraries - reading and study groups. $2.50

September 5

Woodhouse, Frances COUNTRY HOLIDAY Putnam - Minton, Balch

* It is difficult to analyze the indefinable charm of this book. It has something of the quality of Sheila Macdonald's Sally in Rhodesia, something of Anna Gordon Keown's Mr. Thompson in the Attic - a quiet unexpected sort of humor, a sense of private jokes shared with the reader, a lack of dependence on incident for the movement of the story. Not a book for everyone - but those of your customers who like shy fun, rather than boisterous merriment, will like this book about a man who seemed to fail at life. Remember Queed - and V V's Eyes - Jim is a Henry Sydnor Harrison character. $2.00

September 6 ✓

Brousseau, Jule A PREFACE TO MATURITY Crowell

Another of these everlastingly self-conscious adolescents who stages rebellion on all battlegrounds and talks about each gesture. Delineation of a young girl growing up, the father a suicide, the mother a successful business woman, the girl an experimenter with life, until a good young man comes along and saves her from herself. Careful - workmanlike - thorough - but uninspired and young. Perhaps too definitely autobiographical to be of general interest. $2.50 ✓

Benson, E. F. THE WORSHIPFUL LUCIA Doubleday, Doran

One can count on certain elements in the Lucia series - and followers of the earlier books will be waiting for this. Quiet fun, amusing situations, inimitable characterizations, poison in honeyed words, the iron hand in the velvet glove - all here - and Lucia, approaching fifty, starting along the roadway of a Napoleon of finance, and sidetracked into the usual diversions of rivalling her friendly-enemy, Mrs. Mapp-Flint. It is not likely that these titles - Queen Lucia, Miss Mapp, Lucia in London and Mapp and Lucia will ever be popular with the general reading public, but there is undoubtedly a small and faithful band of devotees, and the bookseller should be able to expand it, if there is any staff member who belongs to the cult! $2.50

September 9 ✓

Taber, Gladys TOMORROW MAY BE FAIR Coward, McCann

Late Climbs the Sun was a better than average psychological novel. Now, with a second book, Gladys Taber establishes herself as distinctly above par, but an author for rather serious readers - not for those who want a light frothy story. A modern story of the depression, of a jobless man who feels he cannot claim the girl he loves and wants. The scene shifts from New York to an isolated farming section of Connecticut. A "problem novel" - of circumstances rather than character. $2.00 ✓

September 19

McCord, Joseph HEART'S HERITAGE Macrae, Smith

Trash - built on a worn pattern. Clergyman's son, home from college falls in love with banker's daughter - discovers that a shadow hangs over his own parentage and goes off half cocked - mystery is solved and all is well. $2.00

September 20

Strawbridge, Anne W. THE BLACK SWAN Coward, McCann

A somewhat better story than Dawn After Danger, but marred by the author's recurrent tendency to avoid coming to grips with her story, to blur her conclusions. The story of a girl, disillusioned in her first love, who thereafter substitutes charm for love and achieves content through negation. $2.00

September 27

O'Hanlon, Richard WHAT IF THIS FRIEND...? Kendall & Sharp

Again - following the Claudius new-old tradition, this is another recreation of history, in the story of Vitellius, soldier by training, hating his bastardy, feeling - throughout his official career in Syria - the influence of the life and death of Jesus. Though he does not become a Christian, he yields his birthright to protect the persecuted. Doesn't measure up to the Robert Graves' spontaneity and verve - seems a trifle dated, as though in the Marion Crawford school. But, readable enough. $2.50

RECOMMENDED MYSTERIES, WESTERNS AND THRILLERS

August 1

Tuttle, W. C. TUMBLING RIVER RANGE Houghton, Mifflin

A good western - plenty of action and a rather unusual twist to the story of the ex-cowman - deputy sheriff who was doped on the night of his wedding and who tried to fade out of the picture to cover his disgrace, with dire results. $2.00

August 23

Cole, G.D.H. & Margaret DOCTOR TANCRED BEGINS Doubleday, Doran

Quiet - English - somewhat rambling, but we liked it. A tale of the clannish Pendexters who fight to solve the mystery surrounding the murder of old Simon. Note the customers who buy or rent this, and tell them you will let them know when the sequel is ready, as there's another volume needed to finish the tale. $2.00

Mason, A. E. W. THEY WOULDN'T BE CHESSMEN Doubleday, Doran

In the Oppenheim tradition of adventure - romance is this story of a string of "sick pearls" and the resultant excitement. French detective Hanaud is the hard-working sleuth. $2.00

Seltzer, Chas. Alden SILVERSPURS Doubleday, Doran

A made-to-the-Seltzer pattern western - Arizona background - bandits of versatile accomplishments - and its mead of romance. $2.00

White, Ethel Lina WAX Doubleday, Doran

A horror story, rather than a mystery. The setting a waxwork gallery, the problem, the mounting uneasiness of a small English town. A young girl with journalistic ambitions sets out to solve the problem. $2.00

August 28

Curle, Richard WHO GOES HOME? Bobbs-Merrill

Again a horror story, rather than straight mystery, with the schemes of a wily estate manager heightened by the vagueness of the threat overhanging a widow, her daughter and the governess. A sane older man almost fails in his attempt to play deus ex machina. $2.00

September 10

Marshall, Gary RAIDERS OF THE TONTO RIM Hartney

Arizona about 50 years ago, when Indians were Indians and cowmen were fighting sheepmen for grazing ground. Exciting encounters - hairbreadth escapes - culminating in a kidnapping, supply plenty of action. $2.00

September 16

Pratt, Fletcher THE CUNNING MULATTO AND OTHER CASES OF ELLIS PARKER, AMERICAN DETECTIVE Smith & Haas

No fancy work but good tight logic solves these cases of Ellis Parker, county detective of Burlington County, N. J., who in 42 years has handled over 300 cases, caught and seen convicted all but twelve criminals. Early and current case, some recognizable from news stories, all factually perfect. $2.50

September 17

Williams, Valentine THE CLUE OF THE RISING MOON Houghton, Mifflin

In an Adirondack camp, the local sheriff and Dene of Scotland Yard prove a suicide to be murder and untangle twisted skeins of fear, love and hate. $2.00

September 18

Christie, Agatha THE BOOMERANG CLUE Dodd, Mead

Good series of complications, that verge on the melodramatic, started by the switching of a photograph found on a dying man's body and the mystery of one murder, a strangely averted attempt at another solved by a pair of amateurs. $2.00

Roche, Arthur Somers PENTHOUSE Dodd, Mead

With a twist to the usual romance, Durant, lawyer for the New York underworld, helps the fiance of the girl who has jilted him, and against many odds and with the help of a public enemy, uncovers a vicious frame-up. $2.00

Garner, Erle Stanley THE CASE OF THE CARETAKER'S CAT ✓ Morrow

With the usual double-crossing clients and suspects and faithful Della pinch-hitting, even in the witness chair, Perry Mason whirlwinds to a breathless solution. A few thin places that don't spoil the entertainment. $2.00 ✓

September 19 ✓

Beeding, Francis THE NORWICH VICTIMS Harper

Second string Beeding - but there are those who want the new Beeding, regardless. Jekyll and Hyde theme, with three accomplished murders and an attempt at a fourth, extortion, sadism, etc. as the toll. $2.00

September 20

McGuire, Paul MURDER AT HIGH NOON Doubleday, Doran

Good quiet English unravelling of the murder of a newspaper's financial editor, with the collaboration between Scotland Yard and the local Sergeant producing some strange results. $2.00

PROBLEMATICAL BOOKS - Non-Fiction

July 23

Taylor, Alonzo E. THE NEW DEAL AND FOREIGN TRADE Macmillan

A misleading title for a book that, in the last analysis, deals with the problem of the farmers' surplus and what to do about it - not with general problems of foreign trade and foreign policy. Wallace's writings - America Must Choose and New Frontiers carefully analyzed and the policies expressed therein dissected, with the decision a negative one. "It wont work". Readable and controversial enough to be stimulating. $3.00

Ofaire, Cilette THE SAN LUCA 7/23 ✓ Simon & Schuster

* An enchanging book, with something of the feel of Water Gypsies and the classic, Three Men in a Boat (To Say Nothing of the Dog) - and a market that lies at hand but will have to be told about it. In other words, this is one of those "word of mouth propaganda" books. You like it, you tell someone else, and that person tells someone else. See to it that some member of the sales force gets back of it, check over your customers for those who liked - for example, the recent Was It A Holiday? (there's a book for good summer sales, and it hasn't had a break - see page 52 for report) - for discriminating readers with a sense of humor, a spirit of adventure, and a yen for the unusual in human interest travel books....This tells of the experiences of a young couple, artists and hard up, who took a small craft, fitted it up as a house boat, and traveled the water ways of central Europe, finding their ways into the hearts of the water folk everywhere. $2.50

August 1

Day, Clarence LIFE WITH FATHER Knopf

* Mostly New Yorker material, telling of the finely tempered father, whose orders, whims, beliefs, manners, customs, etc. made life for his family a constant series of calamities, excitements and general upsets. A thoroughly likeable old gentleman emerges from these sketches, though one with whom it would be rather precarious to live. Amusing characterization - and at the same time a mirror of the times....Good chance for plus sale in the previously published God and My Father (Knopf), which is co-choice with this as Book-of-the-Month choice for August. And

yet another plus sale in Scenes from the Mesozoic (Yale Press). Woolcott admirers fall in line. $2.00

August 15

Doskow, Ambrose HISTORIC OPINIONS OF THE U.S. SUPREME COURT Vanguard

With the recent N R A decision still "in the news", this is a timely book and its obvious market, among your legal profession, should be increased by many other readers interested in the application of past Supreme Court history to current problems. The outstanding decisions of the past, with full text of the opinions handed down, and in many cases, of the minority opinions as well, are given in full, with an introductory presentation of each case, and its importance as establishing a precedent or setting a new standard. The gold clause and the N R A decision bring the subject up to date. It makes surprisingly good reading, and throws a good deal of light on our history from a new angle. An essential book for public libraries. $4.50

August 20

Winslow, Ann, ed. TRIAL BALANCES Macmillan
An Anthology of New Poetry

An unusual approach to new comers in the field of poetry, this is a collection of the best work of thirty poets, under twenty five years of age. It is a critical anthology, as the work of each young poet is appraised by an established fellow poet or critic. The result is more constructive than the average anthology, with its biographical notes only, and makes this book a collection that aspiring writers will want and that should be recommended to literature study groups, clubs, and high school and college classes. The names of the contributors are scarcely familiar, as yet, but the promise of their work makes one feel that among them are the poets of the next decade. $2.50

August 27

Reiser, Oliver L. PHILOSOPHY AND THE CONCEPTS OF MODERN SCIENCE Macmillan

Not a book for the reader who wants a tabloid approach to a rationalization of modern science in terms of a working philosophy. This is distinctly keyed to the reader with considerable technical and philosophical background, and for such readers (i.e. your James, Eddington, Whitehead enthusiasts, for instance), there is food for thought, and a certain challenge in the handling of moot problems. The author develops a constructive case for humanism as "the only gospel of social reform consistent with the method and the results of modern science." $3.50

August 28

Seldes, George FREEDOM OF THE PRESS Bobbs-Merrill

** Exciting reading - dynamite - it probably wont get a break in the press, for it pins no laurels on the newspaper of today. But it's news, and should be easy to sell and easy to rent. Riegel's Mobilizing for Chaos (Yale Press - see page 310, November 1st bulletin) was a fact book on the subject of the inadequacies, inaccuracies, and seamy aspects of the sources of public information; this book dramatizes the situation, makes it vital, human, a problem to be faced here and now. Its an impassioned, earnest inquiry into the integrity of the American Press, of the foreign news services, of the press releases, the Associated Press, all the sources from

which our news, foreign and domestic, is drawn. It reveals the slavery of the press to big business, to advertising, to political control. The author backs up his facts with incontrovertible evidence, he names names, and points conclusive data, regardless of the sacrosanctity of his victim. First rate reading, and important as the tie up of the newspapers with capitalistic interests, with anti-labor interests, with reactionary forces is a menace in public life. $2.75

September 10

Rockwell, F.F. & Grayson, E.C. FLOWER ARRANGEMENT Macmillan

A practical book, developing - with illustrations - not only the theory and the practice of artistic flower arrangement, but going into such specific details as appropriate - and available - flowers for different seasons, substitutes for fresh flowers, when florists' prices are too high, combinations of flowers, proper types of vases and holders, proper method of cutting flowers, care of cut flowers, backgrounds, appropriate arrangements for different purposes, and so on. Draw to attention of garden club members, prior to next garden club exhibits, as well as for general, year-round use. $2.50

September 12

Luhan, Mabel Dodge EUROPEAN EXPERIENCES Harcourt, Brace

** Intimate Memories: Backgrounds was published two years ago, and created a mild sensation among those who know Mabel Dodge Luhan, in person or by reputation. That volume was an amazingly human and frank revelation of a strange childhood, and carried her through her debut. This volume covers the next twenty years and bids fair to appeal to a much wider market, for it is that sure bait for the socially - and intellectually - curious, an autobiography crammed with near scandal about the great and the near-great. Mabel Dodge, as she became soon after the opening of the book, knew everyone who came to her adopted home city of Florence. And that city has been for many years a Mecca of the artistic and musical wanderers. In addition to its gossipy qualities, it is a searching and extraordinarily revealing story of a supreme egotist. And it is colorful, dramatic and meticulous as to detail in its picture of a luxurious life. Absorbing reading, even while it disgusts and annoys and amuses. $3.75
(Special Note:- Boston, Buffalo, New York, Southwest - local interest for you)

Mid-September

Masters, Edgar Lee VACHEL LINDSAY 9-27 Scribner

* An important biography, and undoubtedly the definitive life of Vachel Lindsay. With Edgar Lee Masters' name as biographer, it should have an assured sale, to the literary crowd, to public libraries and college and high school libraries....Masters goes deeply into Vachel Lindsay's inheritance, on both sides, traces, throughout his life, the tremendous influence of both parents, and of a grandfather as well, and paints a detailed picture of his strange and roving life, against a period when America was groping toward independence in literature. The man himself - Vachel Lindsay - emerges as intellectual beyond his years, in youth, as adolescent in his psychology, throughout his maturity. His work is his life, self-conscious, antagonistic, defiant, self-revealing, essentially of America - and it fits into the jigsaw puzzle of a roving life, with a comparatively brief critical appraisal at the end. A literary biography rather than a human one - and will appeal on that ground.
~~$3.50~~
3.00

Note These Changes In Publication Dates

		Page
Staley, E.	WAR AND THE PRIVATE INVESTOR (Doubleday, Doran) from 7/19 to 8/23	169
Davis, H. L.	HONEY IN THE HORN (Harper) from 8/8 to 8/22	174
Basler, Roy P.	THE ~~LONDON~~ Lincoln LEGEND (Houghton,Mifflin) from 7/20 to 8/1	169
La Farge, O.	ALL THE YOUNG MEN (Houghton,Mifflin) from 7/23 to 8/13	185

THE NEW YORK OFFICE CALENDAR - August 1st to 15th

August 1	Basler, Roy P. - THE LINCOLN LEGEND (Houghton,Mifflin)	169
	Cather, Willa - LUCY GAYHEART (Knopf)	171
	Day, Clarence - LIFE WITH FATHER (Knopf)	208
August 2	Bridge, Ann - ILLYRIAN SPRING (Little, Brown)	171
	Burt, Katherine- RAPTURE BEYOND (Scribner)	173
	Gayle, Newton -- THE SENTRY BOX MURDER (Scribner)	177
	Willoughby, B. - RIVER HOUSE (Little, Brown)	174
August 5	Cairnes, Maud - STRANGE JOURNEY (Norton)	174
August 8	Blake, Eleanor - SEEDTIME AND HARVEST (Putnam)	183
	Camborne, T. - THE WIND OF MORNING (Harcourt, Brace)	186
	Travers, P. L. - MOSCOW EXCURSION (Reynal & Hitchcock)	193
August 9	Brooke, Hugh - SATURDAY ISLAND (Doubleday, Doran)	187
	Roberts, Kenneth-FOR AUTHORS ONLY (Doubleday, Doran)	193
August 15	Stout, Rex - THE LEAGUE OF FRIGHTENED MEN (Farrar & Rinehart)	178

And Also These Latecomers

July 19	Maugham, W. S. - DON FERNANDO (Doubleday, Doran)	200
July 23	Ofaire, Cilette- THE SAN LUCA (Simon & Schuster)	208

Late Changes

Lostutter, Melvin	HIGH FEVER (Harper) from $2.50 to $2.00	185
Velter, Joseph M.	ARCTIC S.O.S. (Harper) from 6/19 to 7/21	154

PART II

JUVENILES

Picture Story Book Age

July 25

Hogan, Inez BEAR TWINS Dutton

Nicodemus has grown to be a favorite and through him children know and love Inez Hogan's picture story books. This new one is about some bear cubs that weren't supposed to go into the woods alone - and of what happened when they did. A moral tale? Oh, yes, but fun in the telling. $1.00

Pierce, Dorothy M. THE SUSIANNA WINKLE BOOK Dutton

Everyday rhymes about everyday things done by an everyday little girl. They have the appeal the Aldis' verses have - the Dorothy Baruch and the Tippett verses are somewhat along the same line, but more modern. The introduction by Patty Hill of Teachers' College, Columbia, is an opening wedge for school recommendations. There's an age gap in the appeal - as the first three quarters of the book place Susianna at five or thereabouts, and the last quarter jumps her to ten. Sell for the younger age appeal, however. Illustrated. $2.00

For the 8 to 12 year olds

July 25

Lynch, Patricia THE TURFCUTTERS' DONKEY Dutton

Fantasy with elements of fact interwoven, in a story of Ireland, of Aileen and Shamas and how they found the tinkers' donkey, and of how the donkey proved to be a guide to magic, to leprechauns and to a recreation of certain episodes in Ireland's ancient history. It is charmingly done, with a faint suggestion of Puck of Pook's Hill. Fantasy is not easy to sell, but the factual element may prove a good sales point. The material is a bit out of the usual line, as Irish history is rarely available for children. Illustrated. $2.00

August 15

Mabry, Caroline OVER THE CASTLE WALLS Whitman

Pass this up. A stilted attempt to sugar coat historical information about castles in England - and an unsuccessful attempt at that. The interest, at best, would be limited. $1.00

~~Late August~~

Van Loon, Hendrik Willem ALPHABET BOOK 10/VV Simon & Schuster

** Here's a book for all ages, but the direct approach is for this age group. Van Loon would be the ideal guide around the world, and what he has done is to take us round the globe to cities beginning with A, B, C, and so on, to give us enchanting colored pictures of them, and to describe each city in turn. A good way to learn odds and ends of geography. $1.75

August 27

Govan, Christine Noble FIVE AT ASHEFIELD Houghton, Mifflin

* Not along the line of Those Plummer Children, which was a southern plantation story of rare humor and charm, but a more serious story of four children - twelve to sixteen - orphaned and finding themselves poor, after knowing nothing but luxury, and of how they found greater riches within themselves and in the normal, wholesome country life they were thrust into. All the ingredients of an old type family story are here, with a modern farm note in the 4-H club work. The youngsters are real - the story well told, but lacking the originality and distinction of the other book. $2.00

For High School Age

August 21

Ellsberg, Commander Edward OCEAN GOLD Dodd, Mead

* The author of On the Bottom has used deep sea diving as a factor in a thrilling adventure tale of search for treasure in a Spanish galleon sunk centuries before off the coast of Peru. Complications in the form of another ship sunk in the same place, of mutiny on board the treasure seeker, all add thrills to the story. Authentic material in a good yarn, with an "escape" element which would make it of interest to men as well as boys. $2.00

August 27

Hawthorne, Hildegarde &
Mills, Esther Burnell ENOS MILLS OF THE ROCKIES Houghton, Mifflin

The man who did so much to bring knowledge of and enthusiasm for the Estes Park section of the Rockies is vividly drawn in this biography, written by his wife in collaboration with Miss Hawthorne. Certainly an eccentric and a bit of a crank, Enos Mills was, none the less, a pioneer in the research he did and constructive in establishing the first steps toward wild life and plant preservation and supervised forestry. Can't see much general interest in this, except locally, though it should be valuable for reference work in publis libraries and schools. The handling of the material is not keyed to younger readers, particularly, so the market can be spread over the adult field, and the book sold for travelers, westward bound, heading for Colorado, and seeking background material. $2.50

August 28

Stackpole, Edouard A. MADAGASCAR JACK Morrow

Author of Smuggler's Luck knows his boats and spins a lively adventure story. This deals with life on a whaler, with a boy who was virtually (though not unwillingly) shanghaied on board, and with adventures which were more than he bargained for when mutiny broke out. It turns into a treasure hunt in the South Seas. The whaling aspects are soundly based on material from old logs, for Stackpole is a Nantucketer. $2.00

BULLETIN FROM

The New York Office 404 East 55th Street, New York

A NEW DEPARTURE - SPECIAL DEPARTMENTS FOR PLUS BUSINESS

Garden Books - Sporting Books - Religious Books

Edited by Miss Gene Simmonds

By way of introduction:- Some of you had the pleasure of hearing Miss Simmonds speak at the A B A Convention in May. Others may have read her paper, Capitalizing Imagination in the Book Business, in the June 8th issue of Publishers' Weekly. All of you are going to get the benefit of her assistance through special inserts which we plan to include from time to time with the bulletins. Her particular success in bookselling in the Remington-Putnam Book Co., Baltimore, has been in the fields of Religious Books, Garden Books and Sporting Books - an odd assortment, you will say. She says not. And she has proved that in these rather neglected departments, there are unguessed possibilities for plus business. We have asked her to report on books in these fields which would not be covered ordinarily, and to give leads to increased business through strengthening your stock, studying the background, and keeping special sales possibilities on these titles before the members of your staff responsible for selling them.

Read this first insert carefully. It is much longer than subsequent ones will be, as we felt that in shops where these books were conspicuous by their absence - a basic list would be valuable for building toward real departments in these lucrative fields.

Now, Miss Simmonds, we turn over this page, and those following, to you!

* * * * *

No, Miss Kirkus, the combination does not seem a bit strange to me but I confess most city dwellers laugh at the mention of them. It is a natural combination to the country-born and bred - his Hounds - his Garden - his Church - his Life.

GARDEN BOOKS

An Idea - - - A Suggestion!

The idea has just occurred to me and I can hardly wait to try it out, but I am so sure it will work that I am passing it on to you as a hint. Switch your Scribner English Countryside Series from the Travel table where things are slowing up to your Garden table. Make it a country display full of all the brilliant Fall colors. Nothing could strike a gayer, brighter note than their jackets, nor serve a more subtle purpose. No one who has been to England can resist them. Owning one means demand for the rest. And that guarantees becoming a garden addict, forever.

Three New Titles

Brown, Ivor	THE HEART OF ENGLAND (August)	$2.75
Hartley, Dorothy	THE COUNTRY MAN'S ENGLAND (August)	2.75
Cox, Rev. J. C.	THE PARISH CHURCHES OF ENGLAND (June)	2.75

Published

THE HEART OF SCOTLAND	$2.75	THE FACE OF ENGLAND	$2.75
ENGLISH VILLAGES & HAMLETS	2.75	THE CATHEDRALS OF ENGLAND	2.75
OLD INNS OF ENGLAND	2.75	HOMES & GARDENS OF ENGLAND	3.75

Beverly Nichols ledthe way with DOWN THE GARDEN PATH and A THATCHED ROOF and garden books have all "Gone Rustic" - Cecil Roberts' fairy tale cottage and garden have been extremely popular and here are several more in the same vein, though more practical from the gardening angle.

Leeming, John L. THE GARDEN GROWS Harcourt, Brace

An extremely readable chronicle of a house, a garden and barn over a period of years. Mr. Leeming sounds a warning to the green gardener, especially the opulent ones, and his story brings many a chuckle to the reader. $2.50

Schling, Max EVERYMAN'S GARDEN Macmillan

Years of experience as one of New York's most famous horticulturists. There is no information lacking except perhaps how to finance the project. Sell it to the man who has bought an old place for a hobby or the one who has an old place and no imagination or to anyone who wants a 1001 helpful hints. $2.00

Patterson, Sterling WEEKEND GARDENING Macmillan

A brilliant idea ably executed. Your commuters will find it helpful. Though there may be times they'd like to forget to prune the shrubs, divide the iris, or plant the bulbs, each weekend's work is so attractively outlined their mood will pass - and both sales and gardens will show vast improvement. $2.50

August

Woodcock, H. Drysdale & Coutts, J. LILIES: their culture and management Scribner

There is nothing more fascinating than a garden boasting a fair share of lilies but there has been no book with complete information - This is an unbelievably attractive and comprehensive treatment with every possible question answered - lists of species giving botanical relationship and geographical distribution will endear it to the student while its chapters on propogation cultivation and exhibiting lilies will make it an indispensible book for the library of specialist and amateur. This is the time to plant lilies! $6.00

September

Edited by Brandan, Roberta HISTORY OF HOMES AND GARDENS OF TENNESSEE Cokesbury

Teeming with romantic, stirring history this book is being compiled by the Garden Study Club of Nashville. Profusely illustrated - gardens, homes, portraits, colonial doorways, bits of iron grill work, gates, with maps and plans of gardens and homes - old and new. There is a special pre-publication offer open until September fifteenth. A limited first edition, numbered, $5.00. Subscribers to this edition are entitled to have their names appear in the list of original subscribers. People from Tennessee seem scattered everywhere. Look up the ones in your city, notify your Garden Clubs and customers interested in this type. Orders placed after September fifteenth- - - $7.50

October 22

Bailey, Liberty H. STANDARD CYCLOPEDIA OF HORTICULTURE Macmillan

The gardeners' Brittanica, originally $25.00, at a special pre-publication price of $12.50, or exactly the price at which many of your customers have longed to

find a set on your sale tables, so go after them and roll up real sales for October during slow September days. After publication - 3 volumes - $15.00

SIX STANDARD BOOKS ON GARDEN DESIGN OR HAVE A PLAN FOR THE GARDEN!

Cautley, Marjorie GARDEN DESIGN Dodd, Mead

An entirely new idea - a book on design, including the Munsell color chart. There isn't a page that doesn't suggest an improvement, an explanation or solve a problem. Clever line drawings contrasting the right and wrong treatments indelibly imprint essential principles on the mind and illustrate the various chapters on design, decoration, color, form and texture. $5.00

Forrestier, J. C. N. GARDENS Scribner

Far more than "a notebook of plans and sketches" as the sub-title explains. The most perfect book of designs planned to scale for every type place, large or small and every gardener, experienced or amateur. Every customer who owns or hopes to own a house in town or country is a prospective buyer. Keep it displayed and show it explaining the necessity for a garden plan. $5.00

Lockwood, Alice G. B. ed. GARDENS OF COLONY AND STATE Scribner

A two volume set that any American can proudly show her foreign cousins. No lovelier gardens are to be found anywhere in the world than some included in this collection. The photography is beautiful and as history they are invaluable to the garden student or Garden Club. Sold separately - each $25.00

Sherlock, Chesla C. GARDENER'S HOW BOOK Macmillan

When editor and garden expert are combined you may expect a find of information. Literally from A to Z you are told "How" to acquire a beautiful and healthy garden. This alphabetical arrangement makes it a particularly useful book to have on hand for quick reference. The Bibliography is a valuable asset and incidentally you may do a bit of suggestive selling from it as they are all books that can be recommended. (Reported in May first Bulletin page 148) $3.50

Jekyll, Gertrude COLOUR SCHEMES FOR THE FLOWER GARDEN Scribner

In its seventh edition this book cannot be equalled, nor can the importance of its subject be minimized. Fall is the season to plan color schemes and plant bulbs and perennials accordingly. No English gardener has held a higher place nor deserved greater distinction than Miss Jekyll, and there is no excuse - in a gardener's eyes - for not having this book in stock all-the-year-round. The price may scare you off. It would be cheap at any price so don't quote it apologetically - - say - - "a bargain at $6.50!"

Jekyll, Gertrude WALL, WATER AND WOODLAND GARDENS Scribner

Another classic by Miss Jekyll, fortunately completed a few weeks before her death. It includes Rock and Heath Gardens and must be on hand always. $6.50

RELIGIOUS BOOKS

There is always a ready market for the books that can stand side by side with the great books on prayer, the gospels, the apostles, saints and the study of religionm especially when they have actual contributions to make. Watch these titles; they should become "standards".

Herman, E. (Mrs.) CREATIVE PRAYER Harper

So definitely the best thing there is for the average person that the price has been reduced to put it within range of everyone. Don't fail to mention that. $1.50

Hutton, John A. FINALLY: with Paul to the end Harper

Editor of the British Weekly needs no introduction. As faithful a portrayal of Paul as your most critical student will demand but you may safely recommend it to any customer who wants to spend several fascinating hours with the great Apostle. $2.50

Woods, Edward S. WHAT IS THIS CHRISTIANITY? Harper

The Bishop of Croydon has dispelled all ideas that religion is dull and the clergy the same, the more so the higher. Christianity with it's sixfold meaning, an event, an experience, a fellowship, an adventure, a society, a victory. $2.00

Jones, J. D. MORNING AND EVENING Harper

Twenty sermons by a great English preacher, the Fosdick of England. Suggest it to your Fosdick fans. Modern clergy will find it chuck full of novel and compelling ideas. $2.00

Cairns, Frank PROPHET OF THE HEART Harper

Warrack lectures on preaching, New College, Edinburgh. There is a certain authority about the Scotch in matters spiritual. Should be shown scholars and students. $2.00

Simpson, J. Y. THE GARMENT OF THE LIVING GOD Scribner

Peaceful accord and correlation of ideas instead of discord between science and religion is the theme of the late Dr. Simpson's book. A scientist of wide reputation, his book will appeal to both scientist and the religiously inclined. $2.75

Macfarland, Charles S. CHAOS IN MEXICO Harper

Conflict of Church and State, published in June seems due for steady sale this fall. Mexico presents a problem already of vital interest to Church-men. That will undoubtedly be shared with the increasing number of travelers going there each season. Hence the copy of the travel table and the one with currents events. $2.00

Mathews, Shailer CREATIVE CHRISTIANITY Cokesbury

Dean of Chicago University's Divinity School, a Baptist with no denominational limitations, Dr. Mathews has never written on a subject with wider appeal.

Intelligent diagnosis, creative prescription and sound application of Christianity, he confidently assures us are imperative today. Specially well known as college lecturer - Harvard, Vanderbilt, Wesleyan, North Carolina. $1.50

Jones, E. Stanley CHRIST'S ALTERNATIVE TO COMMUNISM Abingdon

A chance to enlarge Mr. Jones' already wide public. This should appeal not only to those interested in religion but in the current problem of communism, Russia and world affairs. A startling point of view. $2.00

Chambers, Oswald MY UTMOST FOR HIS HIGHEST Dodd, Mead

Something new to stir up interest in your Devotional Shelf. A book of daily readings for rugged moderns - as well as the DAILY STRENGTH FOR DAILY NEEDS public. Already in its seventh edition in England. The Oxford Group introduced it to America where its success called forth an American edition. It is not, however, a "group" book, so its sale is in no way limited. $1.50

Allen, Geoffry CHRIST THE VICTORIOUS Macmillan

Author of HE THAT COMETH, the popular book on the Oxford Group - fellow and Chaplain of Lincoln College, Oxford. The individual rather than the mass is the center of attention. A book that is at once simple, direct, and helpful. Very saleable. $1.75

Bede, Frost FOUNDED UPON A ROCK Macmillan

The principles underlying the Sermon on the Mount - are the subject of this important Benedictine's new book - all Anglo Catholics, the clergy and laymen interested in meditation and religious literature. $1.75

Mackay, H. F. B. SOME STUDIES IN THE OLD TESTAMENT Macmillan

Prebendary of St. Paul's Cathedral. Cannon Mackay has a fascinating touch that brings the grand old characters from Abraham to Zechariah to life and lets them teach their lessons and meet our problems. $2.00

D'Arcy, M. C. MIRAGE AND TRUTH Macmillan

A book that pleads for "pure religion and undefiled" in the midst of all the popular sects. Father D'Arcy, a Jesuit, has much to give every churchman and you will find an interest far outside the Roman Catholic Church. $1.75

Morey, C. R. A HISTORY OF CHRISTIAN ART
(A July selection of the Catholic Book Club) Longmans, Green

Head of the Art and Archaeology Department at Princeton, though not a Catholic, Professor Morey has been selected by the Vatican to catalogue the Museo cristiano (Christian antiquities) of the Vatican. His book, the only one of its kind in English, would still head the list if there were many others. A clear, concise survey of the five periods of Christian art - full of intensely interesting information. The field is unlimited because of its double interest churches, schools, clergy, laymen, artists and teachers as well as travellers. Sixty-two pages of profitable pleasure. Beautifully illustrated - sponsored by the Liturgical Arts Society. $2.00

The Beacon Units

Here is a new idea in Religious Education presented by the Beacon Press with the cooperation of members of the faculty of Teachers' College, Columbia University and Union Theological Seminary. It is to be a series describing experiences of children, illustrating activities in churches, schools and settlements of various denominations. If the other units keep pace with the first three the problems of many teachers and social workers will be solved. They show imagination, ingenuity and the thought and patience so seldom found, yet so necessary in work with children to give them self-confidence and self-control. About 40 pages, each --- $ .60

Already Published

Ellis, Emily F. THE LIFE AND RELIGION OF THE EARLY HEBREWS

Burdick, Thelma)
Gifford, Josephine) MAKING A BETTER NEIGHBORHOOD

Conradi, Catherine M. A DRAMATIC SERVICE OF WORSHIP

(May Religious Book Club Choice)

Bennett, J. C. SOCIAL SALVATION Scribner

Intelligent religion grappling with the problems of its application to present day social ills. The author, a professor at Auburn Theological Seminary, honestly investigates causes and searches until he finds a logical way out. It answers more forcibly than anything we've seen the questions raised against religion by social workers and the social-service-infected. Every clergyman should own it, every parishoner should read it, and you should see that important social workers are notified. Good for a long steady sale. It will be a long while before anything better appears. $2.00

(June Religious Book Club Choice)

Calhoun, Robert L. GOD AND THE COMMON LIFE Scribner

A three starer - a working philosophy of life - a religion that meets its problems, and ensures peace of mind. Clergy, Masters, Professors, and the public - especially Yale men. $2.50

(July Religious Book of the Month)

Van Dusen, H. P. GOD AND THESE TIMES Scribner

An analytical survey of past and present history especially as it has been and can be influenced by religion. The author, one of the most brilliant intellectuals of our day, is at the same time keenly interested in the application of his own vital faith to our social problems. Put this on your Current Events as well as on your religious table. $2.00

August 22

Spencer, F. A. M. THE FUTURE LIFE Harper

A formidable and fascinating subject in which even the most cynical have a sneaking interest - they will probably explain their interest as purely philosophical

but never mind, stock it and sell it as this is an able tracery of the doctrine of Immortality from times immemorial. The clergy will find it a book to read and keep for reference - scholarly and suggestive. $3.00

August 22

(Religious Book Club Choice)

Lightfoot, Robert H. HISTORY AND INTERPRETATION OF THE GOSPELS Harper

The 1934 Bampton Lectures delivered at Oxford by the University's Dean Ireland Professor of Exegesis of Holy Scripture. No foundation is more important or lectures more eagerly awaited. Delivered only by the greatest scholars. No clergyman or student would miss them, so in a sense the market is really made but this is a chance to widen it to all church members and those whose interest centers in the purely historical problems. It is a book that must be ready by the person in charge of the Religious Department so the questions may be answered and discussed intelligently. probably - - - $3.00

COKESBURY PRESS - - These are only formal publication dates, as Cokesbury prepared these books in June for conference and summer school use.

September 10

Leach, W. H. &
Ward, T. G. SPECIAL DAY SERMONS Cokesbury

A better than average book of sermons with suitable texts and prayers. This may seem like delicatissen service but occasional calls warrant keeping one on the shelf. $2.00

Macartney, Clarence E. SERMONS ON OLD TESTAMENT HEROES Cokesbury

Mr. Macartney holds a high place in the Presbyterian Church and the fundamentalist persuasion. It is strong religion that preaches a gospel of salvation, sin and the second coming, so feel out your customers. Local interest, Philadelphia, Princeton and Pittsburgh. $1.50

September 15

Morton, R. K. A BOOK OF PRAYERS FOR YOUNG PEOPLE Cokesbury

One hundred and twenty prayers to meet the conference, school, business or private needs of young people. All Protestants, though Episcopalians will find them a bit long. $1.00

Russell, Elbert CHAPEL TALKS Cokesbury

Among college deans no one is receiving greater attentions today than Dr. Russell of Duke University. A wide market — laymen, clergy and young people - A Quaker with Swarthmore, Baltimore, and Earlham connections. $1.00

SPORTING BOOKS

Sport is in the air. Sportsmen are scattered to the four winds and try to get a Ms. from an M. F. H. on his way to the Dublin Horse Show! Galleys have been promised by September and the best we can do is give you the inside dope on what is in the bag. Meanwhile there is plenty you can be doing. Go over your lists of customers who have bought sporting books from you, add the names of those you know are interested and the sports in which they participate, then cross reference it by subject and authors so you will be ready for anything. A new Gordon Grand - and you should know who have the first three, a new Fox book on sailing - and you know your sailors! It is an ideal time to get customers interested in collecting fine sporting books as you have plenty of time to show them and to explain the necessity for taking advance orders as the limited editions are apt to be sold out long before publication date. This means you, too, must plan your promotions, advertising, letters, and speaking dates well in advance and place your order at once. Paul Brown's HITS AND MISSES was sold out before the travellers started their trip. So DON'T GET LEFT...XMAS IS COMING!

October-November (dates uncertain)

(a) on Tip
Limiteds and books with special advance sale features. Text reviews later.

Kirmse, Marguerite DOGS IN THE FIELD Derrydale

Grand collection of gun-dog drawings, boxed with folder containing six pages from the book for framing and a signed original etching. Dogs include pointers setters, cockers, springers, labradors, chesapeakes. Limited, ~~650~~ 685 copies $25.00
Foreword John Taintor Foote

Gambrill, R. V. N. &
Mackenzie, James C. SPORTING STABLES AND KENNELS Derrydale

~~Introduction by Plunkett Stewart (the only recommendation any Sportsman will ask you to give it) M. F. H. and founder of the famous Cheshire Fox Hounds whose own stables at Unionville are the envy of all who see them.~~ A useful and interesting description of all kinds of stables and kennels with beautiful drawings and ground plans to match. Many photographs. Limited, 950 copies $15.00
Foreword James W Appleton, M F H. Illyopia Hounds - President of American Beagle Club

Grand, Gordon COLONEL WEATHERFORD'S YOUNG ENTRY Derrydale

Need more be said. Fourth in a series that will certainly give even the Surtees favorites a run for their money. Sporting fiction of the first water. Start trying to collect some of the earlier ones to have on hand. No one will be satisfied until they own a complete set. A book for children from 8 to 80. Illustrator not yet chosen. ~~1,250~~ copies for 12,500 enthusiasts! $7.50
Illus Paul Brown 1,350

Spiller, Burton L. GROUSE FEATHERS Derrydale

Illustrated by Lynn Bogue Hunt. "American Big Game Fishing" illustrated "de luxe" by him will be hard to beat but he is out to break his own record. Grouse Shooting and all that goes with it. Limited, 950 copies $10.00

Jennings, P. F. A Book of Trout Flies ~~(Title to be selected)~~ Derrydale

American trout stream insects written for the angler and not too technical with the author's copies of the flies. Colour plates (hand coloured) of all the

important naturals and their imitations. Introduction by E. V. Connett, 3rd. SOME book! The only thing of its kind in America though there have been half a dozen in England. The Press says it is going to spread itself on making it unforgetable.

Limited, ~~750~~ 850 copies $20.00

Foreword Dr Herman Spieth
afterword by Eugene V Connett 3rd.

De Luxe Ed of 25 copies @ 125.00
2 vols - second to contain set of this tied by author

More Tips

Three books on Scribner's list though not limited fall into the advance sale class because of their illustrations - half the book to a sportsman's way of thinking - Texts will be reviewed in September but now play the "first" racket - "There's a new Paul Brown coming this fall" - announced in a confidential tone will, as a rule, bring the desired response - "Will you save me a "first"?

September

Edwards, Lionel A LEICESTERSHIRE SKETCH BOOK Scribner

More, and even more delightful, sketches of the Quorn, the Cottsmere, the Belvoir and other noted English Hunts - Everyone who has Edwards' Hunting Sketch Book, the "Spills and Thrills" enthusiasts, all the Hunting crowd "will have to have it." $7.50

October

Brown, Paul &
McKenny, John RATTLED RAILS Scribner

First note the change of title from Scarlet, Silk and Stable. It's a good one, for Paul Brown's illustrations have that rare quality which makes you hear and see the actual incident. They ride out of the book. At the moment there is no one here or in England more popular with collectors - old and young - especially the boarding school and college crowd. Catch their orders before they go back. $4.00

October

Babcock, Betty &
Peters, Harry T. JUST HUNTING Scribner

Many of your customers have chuckled over articles and amusing drawings done by Betty Babcock in the Sportsman and other magazines. Here she is becoming famous. Start your customers on the ground floor so they won't have any gaps in their Babcock collections, five years hence. probably - $5.00

(b) on Tap

Exactly three on Tap and each one the answer to a woman's prayer, "What to give the men."

August 19

Kantor, Mac Kinlay THE VOICE OF BUGLE ANN Coward, McCann

Reviewed by our Editor, in July 15 Bulletin, to our complete satisfaction. But don't overlook it as a sporting gem. $1.50

August 28

Scholz, Jackson SPLIT SECONDS Morrow

Tales of the cinder track by an Olympic Champion with an introduction by Grantland Rice, reprinted because of steady demand. Well written tales told admirably by the old coach - a grand person full of keen insight and humor, sportsman to the core with much to teach the school and college boy. For men too and don't forget track coaches. now - $1.25

September (date uncertain)

Smith, Lawrence B. MODERN SHOTGUN SHOOTING Scribner

Here is a practically perfect book, written by an expert shot and sportsman who knows all the rules - at a price any of your customers will pay. Novices will be taken step by step with sound reasons and valuable hints. Experts will find an infinite amount of information on gun fit, range, velocity, field, target and skeet shooting they may never have thought of - for a good eye and steady nerves often make a man seem expert who actually has only a superficial knowledge of the game. Get lists of your local gun and skeet clubs, ask the pros to recommend it, have a display on publication day. Your local representative of the Winchester Repeating Arms Company will probably tie up with you for a window with shells, guns, etc. as their safety rules are included, page 149. A good deal of interest can be aroused through having the guns used by your best shots on exhibition with any trophies, ribbons, etc. available. Winners of the National Shoulder to Shoulder Championships, to be held in Cleveland, August 26-31 will just be home. For boys, men pros and the increasing number of women who shoot, skeet is a family sport and the rage of the moment. $2.50

As a background for this fall line we would suggest the following spring books that should be on hand if you can pick them up - several are limited and sold out.

Derrydale

Brown, Paul - HITS AND MISSES - Polo Sketch Book - 950 copies - $7.50.
Carlisle, D. T. - BELVEDERE HOUNDS - Ideal Xmas Humor - 1,250 copies - $5.00.
Grand, Gordon - SILVER HORN - "Grand" fiction - Windward House edition - $3.75.
Smith, Harry W. - LIFE AND SPORT IN AIKEN - Sporting History! - 950 copies - $10.00.
AMERICAN BIG GAME FISHING - by ~~eleven~~ 13 experts - de luxe - 56 copies - $75.00. O.P.
- regular edition - 950 copies -$25.00

Macmillan

Calahan, H. A. - LEARNING TO CRUISE - Virtually a handbook - $3.00.

Scribner

Fox, Uffa - SAILING, SEAMANSHIP AND YACHT CONSTRUCTION - $10.00

This is a perfectly magnificent book for every boat owner regardless of prowess, and is especially important as there is another Fox in the bag for Christmas. It is to be on "Sailing", also - - - - - - - - - - - - - $10.00